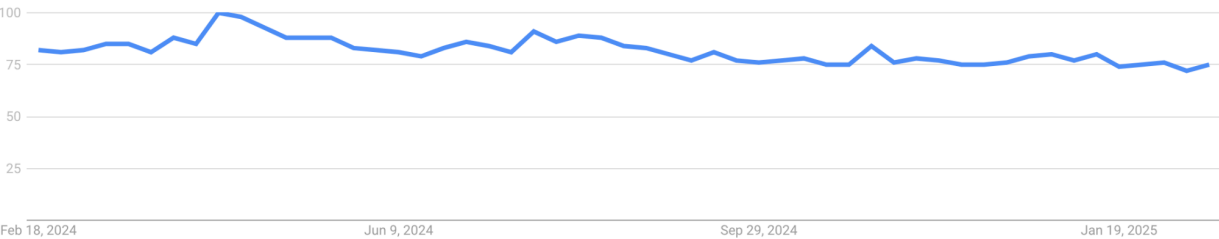


Google Trends

Interest over time ?

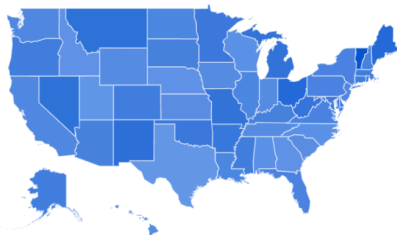
  



Interest by subregion ?

Subregion 



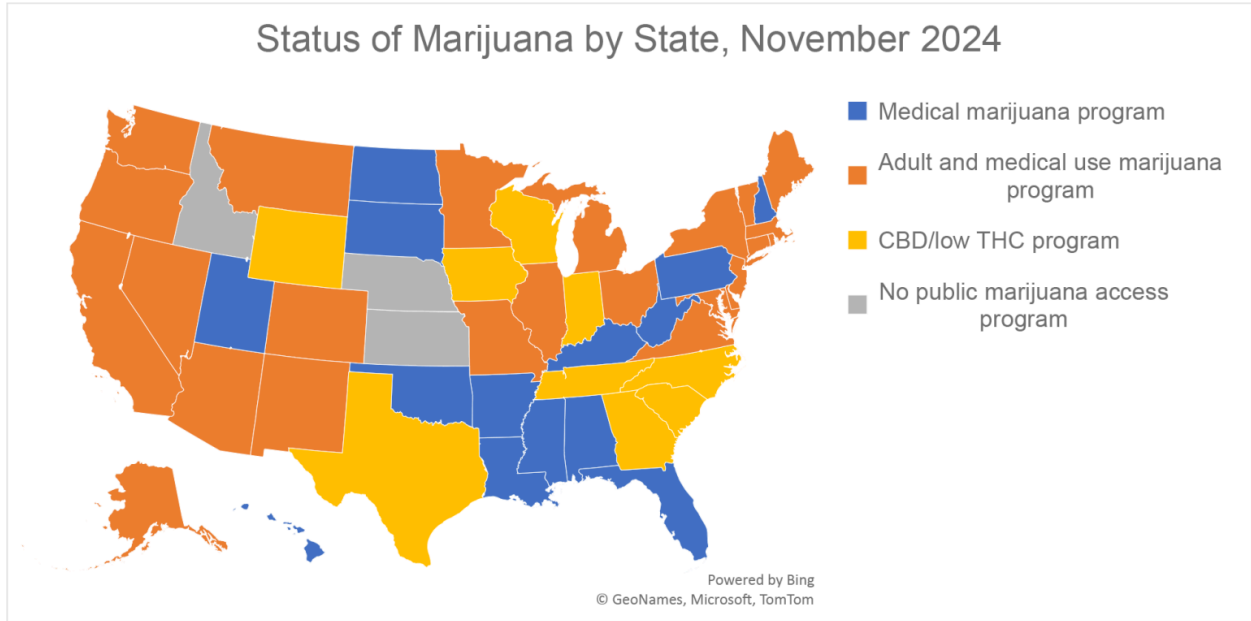
| | | | |
|---|------------|-----|------------------------|
| 1 | Vermont | 100 | <div><div></div></div> |
| 2 | Ohio | 84 | <div><div></div></div> |
| 3 | Maine | 84 | <div><div></div></div> |
| 4 | New Mexico | 78 | <div><div></div></div> |
| 5 | Montana | 76 | <div><div></div></div> |

Top Related Queries (US, past year)

1. Weed (100)
2. Marijuana (33)
3. Cannabis (25)
4. Dispensary (8)
5. Smoking weed (6)
6. Medical marijuana (4)
7. Weed dispensary (4)
8. THC (4)
9. Weed near me (3)
10. Pot (3)

Rising Related Queries (US, past year)

1. How long does it take for weed to be cleared from the body
2. How long does it take for weed to be cleared from urine
3. How long does weed stay in system after quitting
4. Booze or weed
5. Trump marijuana



Yahoo Finance! article: 30 US Cities with the Highest Weed Consumption per Capita ([source](#))

- Boston, MA is ranked 23rd among US Cities with the Highest Weed Consumption per Capita with an annual weed consumption per capita of 6.07g

NY Times article: How Cannabis Use is Changing Across the U.S. ([source](#))

Increase in Marijuana Use

- Use appears to be rising among everyone, except teens.
 - The percentage of adolescents who say they currently use marijuana dropped from 23% in 2011 to just under 16% in 2021.
 - About 42% of adults ages 19 to 30 and 29% of those ages 35 to 50 have used cannabis in the past year.
 - Seniors (65 and older) are also increasingly using cannabis, from less than 1% in 2007 to more than 8% in 2022.
- The gap is closing between men and women.
 - Men have historically used cannabis at far higher rates than women.
 - In 2023, women between the ages of 19 and 30 reported using cannabis more than men in that age range.
 - More women tend to use marijuana for medical reasons (i.e. using it to treat chronic pain).

- Daily marijuana use has now surpassed daily alcohol consumption.
 - Nearly 18 million people reported using the drug every day or nearly every day, compared with just under 15 million who drank with the same frequency.
 - Changing societal attitudes and legalization in nearly half of U.S. states have contributed to this growth.
 - Edibles and vapes are on the rise.
 - Part of the appeal of these products is that consumers can purchase them at standardized doses.
 - Some consumers may believe that edibles are a healthier mode of consuming cannabis, since they don't carry the same risk of lung damage as smoking.
 - There are also more options on the market, like cannabis-infused drinks, which can draw in new consumers.
-

Rolling Stones article: 5 Weed Trends to Look For in the Future ([source](#))

- Direct-to-Consumer (DTC) Sales Growing
 - Companies are leveraging a legal loophole to ship hemp-derived THC products nationwide (instead of weed-derived THC).
 - DTC sales could help the legal market compete with unlicensed sellers.
 - Legalization Momentum Increasing
 - States with restrictions, especially in the Midwest and South, are seeing growing demand.
 - Michigan may surpass California as the top-selling state.
 - Strong support for legalization in places like Florida and Texas, despite political roadblocks.
 - Weed-Friendly Media on the Rise
 - Social media censorship of cannabis content may ease, especially on Meta platforms.
 - Shifts in social media policies could provide better opportunities for education and marketing.
-

Investopedia article: Biggest Challenges for the Cannabis Industry in 2025 ([source](#))

- The cannabis industry has been awaiting a final rule from the U.S. Drug Enforcement Agency (DEA), proposed in 2024, that would reschedule marijuana from a Schedule I to Schedule III drug under the U.S. Controlled Substances Act.
 - If the rule goes through, cannabis would no longer be categorized alongside drugs like heroin but those like Tylenol with codeine instead.
 - This change could reduce federal tax burdens for cannabis businesses.